



## **Module Specification**

### **Critical People Analytics**

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## Part 1: Information

**Module title:** Critical People Analytics

**Module code:** UMPDTE-15-M

**Level:** Level 7

**For implementation from:** 2021-22

**UWE credit rating:** 15

**ECTS credit rating:** 7.5

**Faculty:** Faculty of Business & Law

**Department:** FBL Dept of Business & Management

**Partner institutions:** None

**Delivery locations:** Frenchay Campus

**Field:** Human Resource Management

**Module type:** Standard

**Pre-requisites:** None

**Excluded combinations:** None

**Co-requisites:** None

**Continuing professional development:** No

**Professional, statutory or regulatory body requirements:** None

## Part 2: Description

**Overview:** This taught module aims to introduce you to the fundamentals of developing your skills in the critical evaluation on people analytics. The syllabus includes for example:

Understanding the needs and purpose of critical people analytics

Searching and evaluating data suitable for critical analytics

Evaluating critical analytics methodologies

Addressing ethical issues in critical analytics, including equality, diversity and inclusion issues

The module takes a flexible approach to delivery methods (synchronous/asynchronous). The module is delivered via a series of study units; each study unit relating to a substantive area of the syllabus. Synchronous and asynchronous activities, guest speakers interventions, webinars and plenary sessions provide an opportunity for critical analysis, discussion and peer/tutor feedback.

**Features:** Not applicable

**Educational aims:** This taught module aims to introduce students to the fundamentals of producing insights from data generated by people under organisational practices. The syllabus includes:

Understanding scholarly and academic production on Critical People Analytics

Searching and evaluating analogical and digital organisational data

Evaluating the technical knowledge needed to produce robust Critical People Analytics

Addressing ethical issues when gathering and using data

Deciding how the organisational context, including the digital, define people analytics design

**Outline syllabus:** Introduction to the module; Critical People Analytics (CPA): definitions and approaches

Getting started with People Analytics

Justifying the implementation of People Analytics. Ethical concerns

People Analytics: a critical approach

Techniques of data gathering (I): the employee journey map

Techniques of data gathering (II): shadowing and participant observation

Techniques of data gathering (III): critical incidents, discussion groups and storytelling

Techniques of data analysis (I): narrative analysis

Preparing for the assessment

Techniques of data analysis: visualities

Digital media and People Analytics

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** The module takes a flexible approach to delivery methods. Depending on cohort requirements, delivery can be fully online, fully face to face, or a blended mix of the two.

It will be delivered using a series of study units; each study unit relating to a substantive area of the syllabus.

Each study unit will provide:

aspects of analytics – e.g. case studies

face to face or online video resources;

specific, targeted reading;

activities - individual or group based;

plenary sessions/workshops.

Activities, plenary sessions and workshops will provide an opportunity for critical analysis, discussion and peer/tutor feedback.

These sessions may take place in the classroom, face to face; or in an online environment. Online sessions may be synchronous (e.g. using live webinars) or asynchronous (e.g. using text/video discussion tools).

A key component will involve critical reading and writing of published applied research in business and management journals and textbooks. Students will critically evaluate and discuss published works and produce texts with opportunities for peer/tutor evaluation and feedback.

The module has been designed for flexible delivery patterns. It can take place in a physical environment, online environment or a blended mix.

**Module Learning outcomes:**

**MO1** To assess the quality and relevance of data available, by identifying sources of bias and using evidence-based questioning models

**MO2** To design measures, develop insights and assess the impact of work, particularly on people

**MO3** To analyse how people social, ethnic and cultural practices create value for different stakeholders, and the associated risks

**MO4** To critically analyse digital environments and how to apply technology in a people context

**MO5** To learn how to use social analysis to support the delivery of people practices, and improve the worker experience

**Hours to be allocated:** 150

**Contact hours:**

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

Total = 150

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://rl.talis.com/3/uwe/lists/7520E7A8-EFC4-49C1-3DB8-D53BF65A4AE8.html?lang=en-GB&login=1) via the following link <https://rl.talis.com/3/uwe/lists/7520E7A8-EFC4-49C1-3DB8-D53BF65A4AE8.html?lang=en-GB&login=1>

**Part 4: Assessment**

**Assessment strategy:** A scholarly justified essay (3000 words) In the essay students will identify a distinct issue/challenge in a place of work which would benefit from a critical analytic evaluation; and select, justify and critically write using scholarly sources that could be used to address the challenge faced, including ethical aspects.

**Assessment components:**

**Written Assignment - Component A (First Sit)**

Description: A scholarly justified essay (3000 words)

In the essay students will identify a distinct issue/challenge in a place of work which would benefit from a critical analytic evaluation; and select, justify and critically write using scholarly sources that could be used to address the challenge faced, including ethical aspects.

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

**Written Assignment - Component A (Resit)**

Description: A scholarly justified essay (3000 words) - In the essay students will: identify a distinct issue/challenge in a place of work which would benefit from a critical analytic evaluation; and select, justify and critically write using scholarly sources that could be used to address the challenge faced, including ethical aspects. The scholarly justified topic essay needs to include:

a scholarly written description of a challenge or issue faced in a place of work (~500 words).

a written justification of why addressing the challenge is relevant for the organisation (~500/1000 words).

a written justification of the data (including digital) decided to gather to address the challenge (~500/1000 words).

a written justification of the method decided to use to analyze the data (~500 words).

a written report with recommendations to the organization based on the analysis (~500 words).

Weighting: 100 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

## **Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Human Resource Management (International) [Sep][FT][Frenchay][1yr] MSc 2021-22

Human Resource Management [Sep][FT][Frenchay][1yr] MSc 2021-22

Human Resource Management [Sep][PT][Frenchay][3yrs] MSc 2021-22